

Organ and Tissue Donor Awareness Board

Appoquinimink State Service Center, Middletown, Delaware

Monday November 14, 2016 – 10:00 a.m. – 1:00 p.m.

Members Present: J. Quirk, J. Hammond, M.S. Jones, J. Weinstock, J. Fredel, S. Swanson (By phone) **Excused:** M. Lau, M. Williams
Guests: T. Franzen, D. Sinnott (Facilitator) **Staff:** C. Grabowski

<u>TOPICS</u>	<u>LEADER</u>	<u>DISCUSSION SUMMARY</u>	<u>ACTIONS OR PLAN</u>
<u>Welcome</u>	J. Quirk	The meeting convened at 10:02 a.m. at the Appoquinimink State Service Center.	Meeting convened
<u>Agenda</u>	J. Quirk	The agenda was reviewed prior to the meeting, no revisions were needed.	Approved without revision
<u>Approval of Minutes</u> – August 8, 2016	J. Quirk	The previous minutes were reviewed. The motion to approve was voiced by J. Weinstock and was seconded by J. Hammond.	Approved by the Board as written
<u>Reports</u>			
Fiscal Activity Report	C. Grabowski	The balance as of 7/2/2016 was \$39,005.49. Income deposited to the account was \$361. There was an expense of \$10,000 for the Donor Dash, leaving an available balance of \$32,616.49. The contract with Gift of Life for 2016 was paid in full, leaving a zero balance in encumbered funds. Funds allocated by the legislature for the 2017 contract are \$36,800 for Gift of Life and \$7,300 in the Trust Fund, totaling 44,100 available. The question was raised on whether the tax contributions are about level with what they usually are.	Informational C. Grabowski will review past years' tax contributions and report to the Board.
Division of Motor Vehicles-Donor Statistics		J. Weinstock asked about current lengths of driver licenses and registrations and whether there are changes planned. She also requested research regarding what happens to funds from special plates. J. Fredel requested research as to whether a report of State IDs can be obtained by designee, age, and gender. From reports: The current percentage of donor designees among licensed drivers and ID holders statewide is up by one-tenth of a per cent to 51.4%.	Informational
Members	M.S. Jones	D. Betts has resigned. No appointee expected till new governor takes office. M.S. Jones's, J. Weinstock's, and J. Fredel's terms will expire in 2017. J. Weinstock suggested the Board consider who might be suitable members. S. Swanson suggested that a recipient should be a board member. He has patients who would be excellent members. Ming is the current recipient member. Only one recipient may be a Board member, though anyone is welcome to attend the meetings. Agreement was made to table discussion till working on initiatives.	Informational
<u>Old Business</u>			
Delaware Donation Performance Improvement	T. Franzen	There is really nothing new to report, but it continues to move on. J. Weinstock referred to C. Schimpf's remarks from the last meeting that, in the first part of the year, there had been a "slide" to a 60.0% conversion rate. That means that 60% of people who could be	Informational

Initiative (DDPII)		medically suitable as organ donors, actually became organ donors. J. Hammond stated that if the patients are in-patient, getting donor information and keeping patients stabilized for donation is not an issue; but if a patient comes in to the Emergency Room and they get the heartbeat back and the family wants to stop, most Emergency Room doctors will pull everything and Gift of Life won't be called till after the patient is pronounced. The chance of keeping the patient stabilized until they could donate is lost. J. Weinstock observed that this is an area requiring robust education.	
<u>New Business</u>			
Recent OTDAB Activities	T. Franzen	T. Franzen distributed his report. Activity is slower in the summer. There have been some recent larger events, such as Newark Community Day and Apple Scrapple. The group partnered again with Joey Gase at the race in Dover. The Delaware Donor Dash was a great success. The number of participants increased this year. The past weekend was National Donor Sabbath and the Delaware Donor Remembrance Ceremony.	Ongoing
Title 14 Education DE Administrative Code/Health & Safety		No report.	Ongoing Informational
Gift of Life (GOL) Contract	T. Franzen	The new proposed Gift of Life contract was promised to be available shortly.	Informational
Election of Officers	M.S. Jones	J. Quirk volunteered to serve as Chair and M. Lau volunteered to serve as Co-Chair. J. Weinstock nominated that ballot. All voted in favor of ballot with one abstention.	
Strategic Planning Session	D. Sinnott	<p>J. Weinstock introduced Dan Sinnott as facilitator for the Strategic Planning Session. The focus was to determine what the Board wants to accomplish over the next three years. Best results are obtained when the session is very interactive. The current plan will be reviewed to determine what worked, what didn't work, and what does the group want to add or change. This process will lead to goals.</p> <p>J. Weinstock presented materials containing information regarding Delaware community and clinical initiatives, growth in donor designations, transplant waiting lists, and a summary of the Gift of Life Program organ donation and transplant activity. Integrity of the data is an important part of the plan.</p> <p>J. Fredel introduced the new open data portal provided by the State: Data.delaware.gov.</p> <p>S. Swanson stated that the mission/goal of OTDAB is to increase donor designations.</p> <p>D. Sinnott asked Board to identify the key metrics that need to be moved in order to prove the Board's success. Increase of donor designations and an increase in the conversion rate were identified.</p> <p>J. Fredel stressed that there is a need to educate as to the value of organ donation and the value of designation.</p>	

The Board determined that, for now, they should target 60% as the donor designation rate for specific groups and aim for a 75% conversion rate.
The Board identified hiring processes and service center encounters as key transactional situations wherein the donor designation question can be asked.

Objectives for increase in designation:

- Increase education and awareness as to the need for donation;
- Utilize the impact of the Donor Remembrance Ceremonies;
- Conduct targeted donor designation campaigns;
- Develop more community partnerships;
- Use social media to reach younger audience;
- Have young recipient speak in person to youth;
- Implement education regulation;
- Develop employer orientation partners for transactional experiences;
- Educate care providers to approach the question of donation during annual physicals;
- Educate all staff regarding benefits of donation.

Objectives for increase in conversion:

- Designation is going to affect conversion;
- Encourage hospitals to maintain awareness by using permanent high-quality inspirational signage promoting pro-donation;
- Establish some permanent donor memorial quilt displays as seen in some institutions but not all.
- Take donor recipients to visit and thank hospital staff in ICUs;
- Encourage "ambassadors" to tell their stories as they would be the most effective means of getting a message across and having people remember the message, and hopefully act on the message.

Actionable items:

- Pilot with a targeted local business and later partner with ten companies to incorporate a process during orientation that would educate, encourage and allow for designation as a routine process for every new employee;
- Have organizations incorporate the opportunity for designation at the time of annual review of benefits, enrollments, and recertifications;
- With regard to education, it requires the State to mandate what must be presented;
- Enhance Board composition.

Bottom Line:

- Need to double the monthly number of designations;
- Conversion rate should benefit from the improvement in designations;
- Need additional cuts on the DMV data as a resource and not just as an outcome.

		<p>Unless the Board can get refined data, it will be difficult to judge the success of any campaign. Once a new administration is in place, access may change.</p> <ul style="list-style-type: none"> • Need to incorporate the Strategic Plan as an agenda item. • Gift of Life staff will draft a new version of Strategic Plan. 	
<p><u>Adjourn:</u> J. Weinstock made a motion to adjourn the meeting and J. Hammond seconded the motion. The meeting adjourned at 1:00 p.m.</p> <p>Next meeting will be held on Monday, February 13, 2017 10:00 a.m. to 11:30 a.m., Appoquinimink State Service Center, Middletown.</p>			